RVAA Graphics Standards

Following are the RVAA Warehouse Distributor's guidelines for manufacturers submitting graphics and/or text for print and web use.

FORMATS

Text
Microsoft word files saved as (.txt)

Print Graphics (Photos, Artwork, Etc.)
Supply all graphics as CMYK
High Resolution
300 dpi (Dots per inch)
3" x 3" Minimum (Larger is good, smaller is not)
Acceptable formats for images are .jpg - .eps - .psd

Web Graphics
Supply all graphics as RGB
150 dpi
3" x 3" Minimum (Larger is good, smaller is not)
Acceptable formats for images are .jpg - .png

Note: Web graphics will not work for print files. If you are producing only one kind of file make sure it meets the print graphic requirements (300 dpi).

Line Drawing
Should be vector .eps, .ai or a "Bitmap Tif"
1200 dpi
3" x 3" minimum.

ACCEPTABLE SOFTWARE

Acceptable page layout software includes QuarkXpress 8 or lower, Photoshop, Illustrator, InDesign (package file to include fonts and images, also include an IDML format for older versions of InDesign)

(Publisher, Corell Draw, MacDraw or any other graphics programs are NOT acceptable).

SUBMISSION OF ARTWORK/ADS

Each Submission(s):
  - Must be designed in an acceptable software (see above),
  - Must have "native files" with layers,
  - Must have a "pdf" file of finished page.

Working Folder:
  - Printer fonts that are used in the page files.
  - Postscript Type 1 Fonts: make sure you send both the screen font and printer font (two pieces);
  - True Type Font: All font information included.
    (All other fonts are not acceptable)

PRODUCT SHOTS

All images should be shot on a white or natural background (white preferred).

For best results on a product shot: 8,000 meg. pix camera, on a seamless light table. This will eliminate all shadows and enhance your product visually. Paths should be made and applied to product photos.

SAVING GRAPHICS

Media Disks
CD-ROM or DVD-ROM that are readable by Windows or Mac. FTP, File Share, other cloud based image storage.
Please do not use special compression software.

NAMING FILES

First, identify the file:
  - with the manufacturer's part number (Example: 3456-1.jpg)
  - Print Graphic words that will easily identify the file
  (Example: YourNameSewerHoseAd.pdf)

Second, identify the image in the format it is saved:
  - Three letter suffix (Example: .jpg -.eps - .pdf etc.)
  - EPS files are ideal for vector graphics and raster images (photos) with clipping paths. Save all EPS files with a "Tiff Preview" to allow cross platform use of the files.

READ ME FILE

Graphic should be accompanied by a Read Me file containing descriptions of the artwork, graphics and/or text. Document should indicate whether the submission is a change or new and if there are archived files from previous years.

PAGE PROOF

A color or black and white laser printout at 100% of the graphic should accompany all new submissions thumbnails.